3.1 Distribution of Material

The distribution of materials is summarized in the following table. The table summarizes the number of items distributed each year and the percentage based on the total.

Table 3.1

Distribution of Material

Year	Quantity	%
1990	265	0.10
1991	9,430	3.46
1992	102,478	37.63
1993	160,148	58.81
1994	0	0.00
1995	0	0.00
Total	272,321	100.00

4.1 Type of Material

The type of materials are grouped into seven (7) categories and summarizwed in the following table. The categories identify the total number of items, the distribution to date and the percentage for each based on the total number.

Table 4.1

Type of material

	Items No.	Items %	Distributed Quantity	%
General Material (Balloons, stickers, baby rattle and caps)	4	7.14	19,142	7.03
Manuals	4	7.14	1,209	0.44
Newsletter	2	3.57	6,270	2.30
Pamphlets	5	8.93	49,572	18.21
Paper Posters (General)	13	23.21	87,101	32.00
Cloth Posters (General and table cloth)	18	32.14	50,647	18.60
School Materials (Canvas bags, Note books, blackboard and Abacus)	5	8.93	55,976	20.56
Tape (Cassette) Programmes (Dari and Pushto)	5	8.93	2,310	0.85
Total	56	100.00	272,227	100.00
Manuals (English Translation)	3		94	
Total	59		272,321	

5.1 Materials and Distribution

The Materials and Distribution table identifies each item by name, catalogue number, year interioduced, etc. Each item also summarizes the total annual distribution for each.

Table 5.1

Number	Item	Year	Description	Language	1990 31 Dec	1991 31 Dec	1992 31 Dec	1993 31 Dec	1994 Up To 24–Jan	1995	Total
SP01	Poster	1991	Medic versus opium farmer and drug a	Pushto/Dari		1,020					1,020
SP02	Poster	1991	Black hand	None		1,027					1,027
SP03	Poster	1991	Prayer timings	Pushto/Dari		1,010					1,010
SP04	Poster	1991	Family and drug addict	Pushto/Dari		1,006					1,006
SP05	Poster	1991	Islam versus drug addiction	Pushto/Dari		1,008					1,008
SP06	Poster	1991	Mullah and addict in field	Pushto/Dari		856					856
SP07	Poster	1991	Mullah and 2 addicts	None		763					763
SP08	Poster	1991	Mullah and 1 addict	Pushto/Dari		781					781
SP09	Poster	1991	Golden Bangles	Pushto/Dari		857					857
SP10	Poster	1991	Addicts Family	Pushto/Dari		818					818
SP11	Poster	1992	Prayer Schedule	Pushto/Dari			3,873	7,654			11,527
SP12	Poster	1992	Kaba	Pushto/Dari			1,019	8,225			9,244
SP13	Poster	1992	Maulavi, Addict, Field	Pushto/Dari			1,076	1,696			2,772
SP14	Poster	1992	Community/Elder/ Addict	Pushto/Dari			1,061	4,431			5,492
SP15	Poster	1992	Addict, Wife and Jewelry	Pushto/Dari			943	2,943			3,886
OMA1	Poster	1992	Drug and Mine Awareness	Pushto/Dari				3,000			3,000
OMA2	Poster	1992	Map of Pakistan	Pushto/Dari				3,000			3,000
PP1	Poster	1992	Wife and Farmer	Pushto			1,486	5,221			6,707
PP2	Poster	1992	School Children	Pushto			3,061	8,397			11,458
PP3	Poster	1992	Quran Calligraphy	Pushto/Dari			3,908	9,372			13,280
PP4	Poster	1992	Discontinued	Pushto/Dari							0
PP5	Poster	1992	Skull and Flames	Pushto/Dari			3,423	8,507			11,930
PP6	Poster	1992	Strangled	Pushto/Dari			3,058	10,289			13,347
PP7	Poster	1992	Hadith Calligraphy	Pushto/Dari			2,294	4,862			7,156
PP8	Poster	1992	Map of Afghanistan	Pushto/Dari			379	4,864			5,243
PP9	Poster	1992	Snake and Poppy	None			2,512	8,675			11,187
NB1	Note book	1992	For school children	Pushto			17,720	15,752			33,472
NB2	Note book	1992	For school children	Pushto			4,814	14,587			19,401

BB	Blackboard	1993	Pictoral	None					0
AB1	Abacus	1993	Pictoral	None				153	153
ST1	Sticker	1992	Pictoral and quote	Pushto			8,449	30	8,479
BR1	Baby Rattle	1992	Pictoral	None			103	300	403
									0
BG1	School Bag	1992	For school children	Pushto			2,596	354	2,950
									0
CP1	Cap	1992	For school children	Pushto			253	640	893
BL0	Balloon	1992		None			6,032	3,335	9,367
TC1	Table Cloth	1992		Pushto/Dari			1,758	822	2,580
PF1	Pamphlet	1993	Drugs, enemy of human being.	Pushto			14,148	9,700	23,848
PF2	Pamphlet	1993	Drugs, your enemy.	Dari			9,524	16,200	25,724
PF3	Pamphlet	1993	Role of community worker.	Pushto					0
PF4	Pamphlet	1993	Role of teacher.	Pushto					0
PF5	Pamphlet	1993	Role of religious leaders.	Pushto					0
PSH TP1	Cassette	1992	BBC Drama Series 1–5	Pushto			680		680
PSH TP2	Cassette	1992	BBC Drama Series 6–10	Pushto			461		461
PSH TP3	Cassette	1992	BBC Drama Series 11–12	Pushto			420		420
DR TP1	Cassette	1992	BBC Drama Series 1–5	Dari			62	200	262
DR TP2	Cassette	1992	BBC Drama Series 6–10	Dari			317	170	487
									0
NACP/PP1	Poster	1992	Man in poppy	Dari			1,080	120	1,200
NACP/PP2	Poster	1992	War torn country	Dari			2,890		2,890
NACP/PP3	Poster	1992	Rescue	Dari			2,588		2,588
									0
PTC1	Poster	1992	Praying time chart	Pushto				115	115
									0
M	Manual	1990	Core Manual on Drug Education	Pushto	99	95	213	28	435
			Core Manual on Drug Education	Eng\Trans	47	21	26		94
M	Manual	1990	Medical aspects of Drug Detoxification	English	47	21	26		94
M	Manual	1990	Teaching about Drugs: Instruction Ma	Pushto	52	74	54		180

			Teaching about Drugs: Instruction Ma	Eng\Trans							
M	Manual	1990	Resources Persons & Community Wor	Pushto	20	73	171	236			500
			Resources Persons & Community Wor	Eng\Trans							0
N1	Newsletter	1993	Newsletter	Pushto/Dari				1,990			1,990
N2	Newsletter	1993	Newsletter (Fall 93)	Pushto/Dari				4,280			4,280
	Totals	56			265	9,430	102,478	160,148	0	0	272,321
					0.10	3.46	37.63	58.81	0.00	0.00	100.00

Listing of Materials

Awareness Creation Campaign (ACC)
Afghanistan Drug Control and Rehabilitation Programme
(AFG/89/580)

P.O.Box 776
University Town
Peshawar

Number	Item	Description	Year	Caption (Text)	Language	Specifications
SP01	Poster	Medic versus opium farmer and drug addicts	1991	A medical doctor holding the hand of a poppy cultiva pointing to a drug addict saying: Look! you are playing with the life of others for your own benefits.	Pushto/Dari	Cloth
SP02	Poster	Black hand	1991	Black smoke like a claw–hand coming from a pipe and choking the man.	None	Cloth
SP03	Poster	Prayer timings	1991	Five prayer timings with verses from the Holy Quran: "Oh, you believers do not go near to prayers when you are intoxicated".	Pushto/Dari	Cloth
SP04	Poster	Family and drug addict	1991	The father of a drug addict has brought a medical doctor home for helping his son since the whole family is suffering due to his addiction. Caption reads "orphan of a man who is alive	Pushto/Dari	Cloth
SP05	Poster	Islam versus drug addiction	1991	The picture of Kaba with the saying of the Prophet; The Prophet had said: "All intoxicants are (like) wine and all intoxicants are forbidden" from Mishqat and Muslim Sharif.	Pushto/Dari	Cloth
SP06	Poster	Mullah and addict in field	1991	Shows a drug addict sitting near opium field smoking opium and a Mullah is standing near him and looking very concerned and disapproving. Caption Reads: Cultivation of opium causes addiction. Addiction leads to miserable life.	Pushto/Dari	Cloth
SP07	Poster	Mullah and 2 addicts	1991	Shows a man who brought a Mullah to see and advise two addicts sitting near a damaged house taking heroin. The Mullah's face expresses sadness while the drug addicts did not show any fear due to their intoxication with the drug.	None	Cloth

SP08	Poster	Mullah and 1 addict	1991		Pushto/Dari	
SP09	Poster	Golden Bangles	1991	Shows a drug addict after spending all his money is removing golden bangles from his wife's hand in order to go and sell it and use the money for purchase of drugs at the expense of his family. Caption reads: "If he was not a heroin user he would have not been forced to sell the jewellery of his house.	Pushto/Dari	Cloth
SP10	Poster	Addicts Family	1991	Shows a drug addict sitting in front of his cracked house without caring to support his family, instead the wife and children are sitting outside their house begging for passerby to enable them support themselves. Caption reads: "The situation of the family of an addict".	Pushto/Dari	Cloth, size 36"x29"
SP11	Poster	Prayer	1992	(Quranic verse): Do not go for the prayer when you are intoxicated.	Pushto/Dari	Cloth, size 36"x29"
SP12	Poster	Kaba	1992	Every intoxicant is like wine and wine is 'haram'.	Pushto/Dari	Cloth, size 36"x29"
SP13	Poster	Maulavi, Addict, Field	1992	The cultivation of opium causes addiction and addiction makes life miserable.	Pushto/Dari	Cloth, size 36"x29"
SP14	Poster	Community/Elder/ Addict	1992	Look, you are playing with the life of others for your own benefit.	Pushto/Dari	Cloth, size 36"x29"
SP15	Poster	Addict, Wife and Jewelry	1992	If he was not a heroin addict, he would not be forced to sell the jewelry of his wife.	Pushto/Dari	Cloth, size 36"x29"
PP1	Poster	Wife and Farmer	1992	Do not destroy your children for your own benefit.	Pushto	Paper, size 23"x28"

PP2	Poster	School Children	1992	Drugs are the biggest evil of the society, save yourself, your children and society from this menace.	Pushto	Paper, size 23"x28"
PP3	Poster	Quran Calligraphy	1992	Quranic verses against drugs.	Pushto/Dari	Paper, size 23"x28"
PP4	Poster	Discontinued	1992		None	
PP5	Poster	Skull and Flames	1992	The consequences of addiction.	Pushto/Dari	Paper, size 23"x28"
PP6	Poster	Strangled	1992	Trapped in opium addiction.	Pushto/Dari	Paper, size 23"x28"
PP7	Poster	Hadith Calligraphy	1992	Sayings of the Holy Prophet about the prohibition of wine.	Pushto/Dari	Paper, size 23"x28"
PP8	Poster	Map of Afghanistan	1992	Let us save our beloved country from the mouth of the dragon of addiction.	Pushto/Dari	Paper, size 23"x28"
PP9	Poster	Snake and Poppy	1992	Depiction of man entwined by poppy snake.	None	Paper, size 23"x28"
NB1	Note book	For school children, plain ruled.	1992	Do not cloud your bright future with the smoke of drugs.	Pushto	Cloth, size: 5.7"x 8.:
NB2	Note book	For school children, math layout.	1992		Pushto	Cloth, size: 5.7"x 8.:
BB	Blackboard	Quote	1993		None	
AB1	Abacus	Quote	1993		None	
ST1	Sticker	Pictorial and Quote	1992	Drug is the biggest evil of society, save yourself, your children and society from this menace.	Pushto	Paper (oval), size: 2.5"x 3"
BR1	Baby Rattle	Discontinued	1992	(Pictorial)	None	Plastic, size: 9" length
BG1	School Bag	For school children.	1992	Depiction of poppy plant.	None	Cloth (canvas), size: 12" x 15"
CP1	Cap	Pictorial	1992	Depiction of poppy plant and UN logo.	None	Cloth, size: small
BL0	Balloon	Pictorial	1992	None (Depiction of poppy plant)	None	Rubber, size:

						standard
TC1	Table Cloth		1992	If the birds and ants eat your wheat and maize, God will reward you for it.	Pushto/Dari	Cloth (heavy duty), size: 60" x 40"
PF1	Pamphlet	Drugs, enemy of human being.	1993	For general distribution in camps and communities in Afghanistan.	Pushto	Paper (folded), size: 11" x 8.8"
PF2	Pamphlet	Drugs, your enemy.	1993	For general distribution in camps and communities in Afghanistan.	Dari	Paper (folded), size: 11" x 8.8"
PF3	Pamphlet	Role of community worker.	1993	For community workers and local resource persons.	Pushto	Paper (folded), size: 11" x 8.8"
PF4	Pamphlet	Role of teacher.	1993	For school teachers and educators.	Pushto	Paper (folded), size: 11" x 8.8"
PF5	Pamphlet	Role of religious leaders.	1993	For religious leaders.	Pushto	Paper (folded), size: 11" x 8.8"
PSH TP1	Cassette	BBC Drama Series 1–5	1992	Series of programmes "The Deadly Fall".	Pushto	Length: 90 Min.
PSH TP2	Cassette	BBC Drama Series 6–10	1992	Series of programmes "The Deadly Fall".	Pushto	Length: 90 Min.
PSH TP3	Cassette	BBC Drama Series 11–12	1992	Series of programmes "The Deadly Fall".	Pushto	Length: 90 Min.
DR TP1	Cassette	BBC Drama Series 1–5	1992	Series of programmes "The Deadly Fall".	Dari	Length: 90 Min.
DR TP2	Cassette	BBC Drama Series 6–10	1992	Series of programmes "The Deadly Fall".	Dari	Length: 90 Min.
NACP/PP1	Poster	Man in poppy	1992	Addiction is prison of life.	Dari	Paper
NACP/PP2	Poster	War torn country	1992	Let us quit drugs in order to reconstruct out country.	Dari	Paper
NACP/PP3	Poster	Rescue	1992	Rescue youth from the whirlpool of drugs, is your responsibility.	Dari	Paper
PTC1	Poster	Praying time chart	1992	Quranic versus.	Pushto	Paper
M	Manual	Core Manual on Drug Education	1990	a) This manual contains basic information on drug related aspects of prevention, treatment and rehabilitation, international cooperation etc.	Pushto	Size – A4, plastic ring binding, 61 pages.

				b) In addition it provides the basic curricular framework to be used in all training courses and to be supplemented by additional training manuals relevant to the specific trainees, i.e. medical practitioners, teachers and social/community workers.		
		Core Manual on Drug Education		English Translation	English	Size – A4, plastic ring binding, 44 pages.
M	Manual	Medical aspects of Drug Detoxification	1990	This manual contains information specifically needed by medical professionals relating to detoxification, the various approaches used in treatment, concentrating on treatment procedures for opiate, barbiturate and tranquillizer dependency. The thrust is towards community based treatment and rehabilitation strategies.	English	Size – A4, plastic ring binding, 50 pages.
M	Manual	Teaching about Drugs: Instruction Manual for Teachers	1990	This manual provides teachers with appropriate teaching methods, models and modules for various age groups.	Pushto	Size – A4, plastic ring binding, 39 pages.
		Teaching about Drugs: Instruction Manual for Teachers		English Translation	English	Size – A4, plastic ring binding, 24 pages.
M	Manual	Resources Persons & Community Workers in Drug Abuse Prevention	1990	In content similar to the teachers' manual it addresses the target group of community elders, shura members and, in particular, religious authorities, the mullahs. It contains in additional and specifically guidelines for community based activities in the context of prevention of addiction, detection of addiction symptoms and what could be done by family members, friends and the Social environment of an addict in order to help him overcome his addiction.	Pushto	Size – A4, plastic ring binding, 94 pages.
		Resources Persons & Community Workers in Drug Abuse Prevention		English Translation	English	Size – A4, plastic ring binding, 87 pages.

Distribution of Materials

Awareness Creation Campaign (ACC)
Afghanistan Drug Control and Rehabilitation Programme
(AFG/89/580)

Start of Programme	Aug–90
Date of this report	Jan–94

P.O.Box 776
University Town
Peshawar

1.1 Launching of Materials

The launching of new materials is summarized in the following table. The table identifies the total number of items produced each year and the annual percentage based on the total number of items.

Table 1.1

Launching of Materials

Year	Quantity	%
1990	4	7.14
1991	10	17.86
1992	33	58.93
1993	9	16.07
1994	0	0.00
1995	0	0.00
Total	56	100.00

2.1 Language(s) of Materials

The language(s) of the materials is summarized in the following table. The table identifies the various languages and the total number of items produced in each and a percentage based on the total number.

Table 2.1

Language(s) of Materials

Language	Quantity	%
Pushto	18	32.14
Dari	6	10.71
Pushto/Dari	24	42.86
English	1	1.79
None	7	12.50
TBN	0	0.00
TBN	0	0.00
Total	56	100.00
English Translation of Manuals	3	
Total	59	